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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re PATENT application of  
Michael CRISTOFALO, et al.

Application Serial No. 09/852,229

Filed: May 8, 2001

For: TECHNIQUE FOR OPTIMIZING THE DELIVERY OF  
ADVERTISEMENTS AND OTHER PROGRAMMING  
SEGMENTS BY MAKING BANDWIDTH TRADEOFFS

Group Art Unit: 2623

Examiner: Hai V. Tran

Confirmation No. 4955

Date: September 7, 2007

**REQUEST FOR RECONSIDERATION**

United States Patent and Trademark Office  
Commissioner for Patents  
Mail Stop Amendment  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed March 8, 2007, please consider the following request for reconsideration of the above-identified patent application as follows.

**Amendments to Claims** begin on Page 2 of this paper.

**Remarks** begin on Page 17 of this paper.